



**Date:** March 19, 2013

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Mark Ahrendsen, Director of Transportation  
**Subject:** Resolution Supporting the 2013 Watch for Me NC Pedestrian and Bicycle Safety Education and Enforcement Campaign

### **Executive Summary**

The Watch for Me NC campaign is seeking support from Triangle-area municipal partners for the 2013 bicycle and pedestrian safety campaign.

### **Recommendation**

The Administration recommends that the City Council adopt the attached resolution.

### **Background**

Watch for Me NC is a comprehensive campaign aimed at reducing the number of pedestrians hit and injured in crashes with vehicles. The campaign is being coordinated by a collaborative group of partners, including the N.C. Department of Transportation, the UNC Highway Safety Research Center, area universities, including Duke and N.C. Central, and municipalities in Durham, Orange, and Wake counties.

In 2012, the City of Durham participated in the inaugural year of the campaign. In 2013, Watch for Me NC will be expanded to include bicycle as well as pedestrian safety and will include child safety education in schools in 2013. Whereas the 2012 campaign was focused on the Triangle communities of Raleigh, Durham, Chapel Hill, and Carrboro, the 2013 campaign will allow for participation from all Triangle-area municipalities. Each Triangle area municipality interested in participating in the 2013 campaign is requested to adopt a resolution to pledge their commitment to involvement in the 2013 campaign.

### **Issues and Analysis**

North Carolina and the Triangle area in particular, routinely rank as one of the most dangerous places for pedestrians. Each year in the Triangle, more than 400 people are hit while walking and of those, roughly 350 people are injured or killed.

Data for the 2012 campaign (such as vehicle yielding rates at crosswalks) is currently being collected by UNC HSRC staff and will be provided in the full evaluation report to NHTSA later in

2013. The attached Year 1 Report Card provides information on accomplishments of the 2012 campaign as well as suggestions for improvement.

**Alternatives**

1) The City Council could refrain from adopting the proposed resolution and not participate in the 2013 Watch for Me NC campaign. This is not recommended.

2) The City Council could adopt the proposed resolution to pledge to participate in the 2013 campaign. This is recommended.

**Financial Impact**

No direct costs are associated with recommending and adopting the resolution. However, there will be staffing costs associated with implementing the education and enforcement component of Watch for Me NC in Durham. The level of these costs will be commensurate with the level of effort for education and enforcement activities.

**SDBE Summary**

No SDBE implications have been identified for this matter.

**Attachments**

Attachment 1 - Watch for Me NC Municipal Resolution

Attachment 2 - Watch for Me NC Year 1 Report Card